

# Commercial Real Estate Sales Checklist

## Prospecting & Lead Generation

Activities related to finding and qualifying potential commercial real estate clients.

### Number of Cold Calls Made

### Number of Networking Events Attended

### Primary Lead Source

- ☐ Online Advertising
- ☐ Referrals
- ☐ Networking
- ☐ Cold Calling
- ☐ Social Media

### Notes on Recent Prospecting Efforts